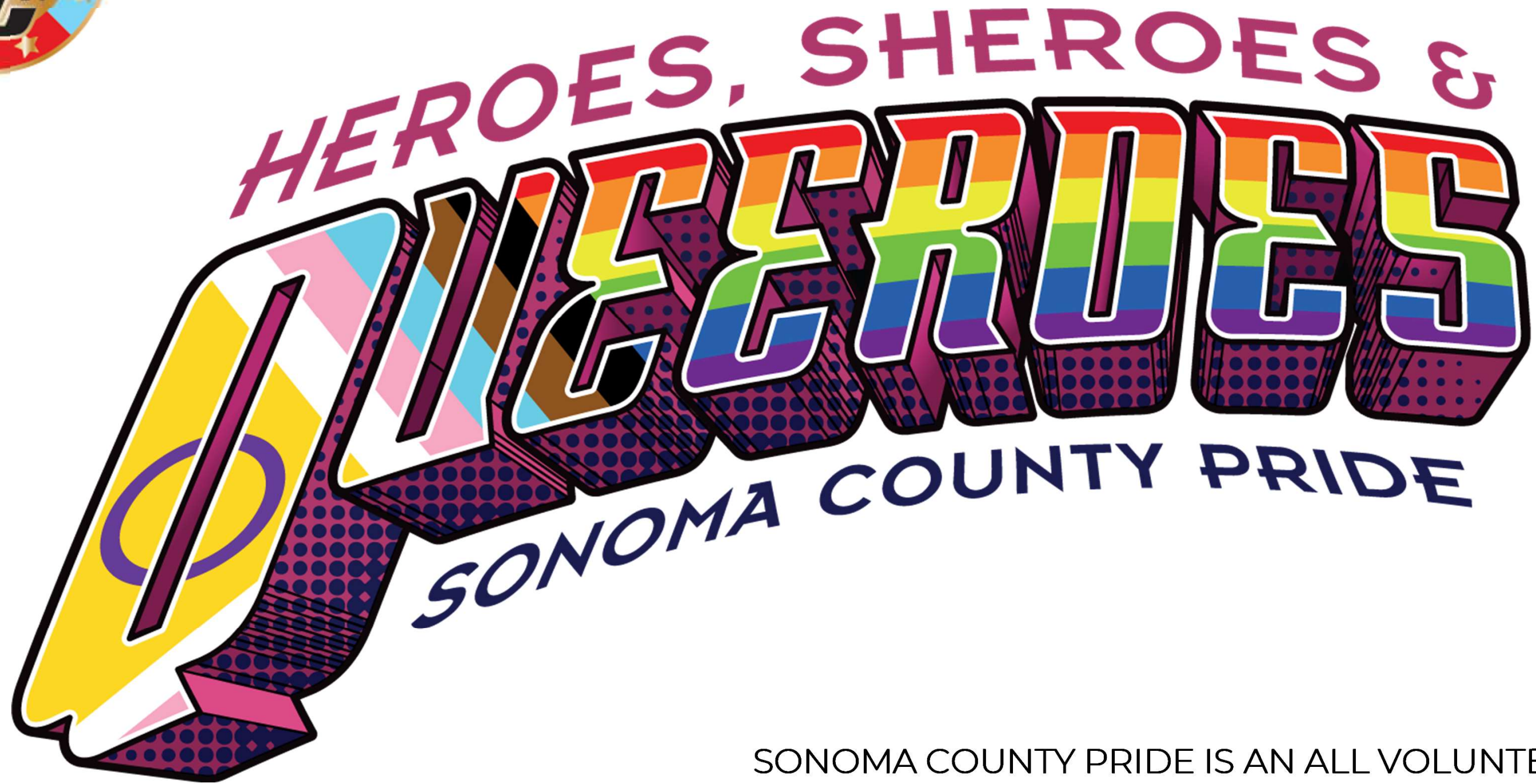




# 2024 SPONSOR DECK



SONOMA COUNTY PRIDE IS AN ALL VOLUNTEER  
501(c)3 NON-PROFIT



# 2024 PRIDE THEME

# HEROES, SHEROES & QUEEROES

SONOMA COUNTY PRIDE

"Queeroes: Celebrating our Past, Present & Future Sheroes, Heroes, and Queeroes" is an inclusive and empowering theme for Sonoma County Pride 2024. The theme aims to honor the contributions and resilience of queer individuals throughout history, highlighting both well-known and lesser-known queer historical figures. It also recognizes the efforts of present-day advocates who are fighting for LGBTQ+ rights and promotes mentorship opportunities to uplift and inspire the next generation of Queeroes. Additionally, the theme emphasizes intersectionality by acknowledging the experiences of Queeroes from diverse communities, such as people of color and those with disabilities. By incorporating artistic expressions, the event fosters a sense of cultural representation and interactivity. Overall, "Queeroes" creates an intergenerational, intersectional, and educational experience that celebrates the rich history, ongoing work, and promising future of the LGBTQ+ community

**2024 EVENTS**

March 17 Fleet Feet St. Patrick's Day 5K\*  
 March 31 Transgender Rally/March  
 May 16 Women's Weekend Russian River

May 31 - June 2  
**39th ANNUAL SONOMA COUNTY PRIDE WEEKEND**

May 31 Pride Movie on the Square  
 Pride Kick-Off Party At La Rosa  
 June 1 Pride Parade & Festival  
 June 2 Pride Drag Brunch  
 June 2 Pride Pool Party  
 June 9 Out at Nascar  
 July 19 - 21 Gay Wine Weekend  
 July 29 - Aug 5 Lazy Bear Week  
 August (TBD) Sonoma Pride Volunteer Party  
 GayDar T. Dance  
 Occidental Pride  
 Out At the Fair (Date TBD)

Sept 14-15 Best Buck in The Bay Rodeo & Festival  
 Sept 21 Russian River Pride  
 Oct 12 Petaluma Pride  
 Nov (TBD) GayDar - Gay Of The Dead  
 Dec (TBD) 3rd Annual Drag On Ice

**MONTHLY EVENTS**

**Billiards Night - First Thursday of EVERY month**  
 Buffalo Billiards in Petaluma // 6:30 pm - 8:30 pm  
 For more info: petalumapride.org

**LGBT+ Movie Night - 3rd Thursday EVERY month**  
 Sebastopol Senior Center  
 It's FREE, with FREE Popcorn, & FREE hot tea.  
 Info: sebastopseniorcenter.org

**Proud Trails - Monthly**  
 Celebrate the beauty of nature, friendship and inclusivity.  
 Info: facebook.com/groups/654723173336153  
 Instagram: @proud\_trails

**Sonoma Pride Bowling League - Every Tuesday**  
 Double Decker Lanes in Hornet Park. // 6:35 pm  
 Info: facebook.com/sonomapridebowlingleague  
 Instagram: @sonomacountypridebowling

Visit: [sonomacountypride.org/calendar/](https://sonomacountypride.org/calendar/)  
 for the up to date - detailed information

**Be a part of the PRIDE REVOLUTION!**

Volunteer Sponsor Donate!

SonomaCountyPride.org  
 Facebook.com/SonomaCountyPride/  
 Instagram: @SonomaCountyPride

**General Inquiries:**  
 Info@SonomaCountyPride.org

**Volunteer:**  
 volunteer@SonomaCountyPride.org  
 SonomaCountyPride.org/volunteer

**Parade:**  
 parade@SonomaCountyPride.org  
 SonomaCountyPride.org/parade

**Vendors:**  
 vendors@SonomaCountyPride.org  
 SonomaCountyPride.org/vendors

**Sponsors:**  
 sponsors@SonomaCountyPride.org  
 SonomaCountyPride.org/sponsors

2665 Santa Rosa Ave 192 - Santa Rosa CA 95407  
 TAX ID: 47-1774095  
 State Of California Identity: 3717855

**SONOMA COUNTY PRIDE**  
**PRIDE 2024**  
 Celebrate our community of heroes!

**SONOMA COUNTY COMMUNITY RESOURCES**

**Amor Para Todos**  
 aptamorparatodos.weebly.com

**Face 2 Face**  
 f2f.org

**Food for Thought**  
 ftf.foodbank.org

**LGBTQI Connections Sonoma & Napa**  
 lgbtqconnection.org

**Los Cien**  
 loscien.org

**North Bay LGBTQI Families**  
 nblgbtqifamilies.org

**Positive Images**  
 positivimages.org

**Santa Rosa Gender Clinic**  
 fb.gv/03v3z0

**Sebastopol Senior Center LGBTQI Elder Resource Center**  
 sebastopseniorcenter.org/lgbt-1

**Spahr Center**  
 thespahrcenter.org

**Suicide Prevention**  
 988lifeline.org or dial 988

**TLC Child & Family Services**  
 tlckids.org

**Translife Sonoma County**  
 translifecommunity.org

**HEROES, SHEROES & QUEEROES**  
 SONOMA COUNTY PRIDE

**THE MISSION**  
 Promote equality for all. Working with community leaders to support the non-profit community. To preserve and educate the community about the rich LGBT history of Sonoma County.

"Queeroes: Celebrating our Past, Present & Future Sheroes, Heroes, and Queeroes" is an inclusive and empowering theme for Sonoma County Pride 2024. The theme aims to honor the contributions and resilience of queer individuals throughout history, highlighting both well-known and lesser-known queer historical figures. It also recognizes the efforts of present-day advocates who are fighting for LGBTQ+ rights and promotes mentorship opportunities to uplift and inspire the next generation of Queeroes. Additionally, the theme emphasizes intersectionality by acknowledging the experiences of Queeroes from diverse communities, such as people of color and those with disabilities. By incorporating artistic expressions, the event fosters a sense of cultural representation and interactivity. Overall, "Queeroes" creates an intergenerational, intersectional, and educational experience that celebrates the rich history, ongoing work, and promising future of the LGBTQ+ community.

**OUR BOARD**

**Christopher KREN-MORA** Shawn BROCKMEYER  
**Grace VILLAFUERTE** Cheryl KABANUCK  
**Brian ROGERS** Kristy DECOURSEY

**EVERYDAY HEROES**

**QUEEROES, ASSEMBLE!**

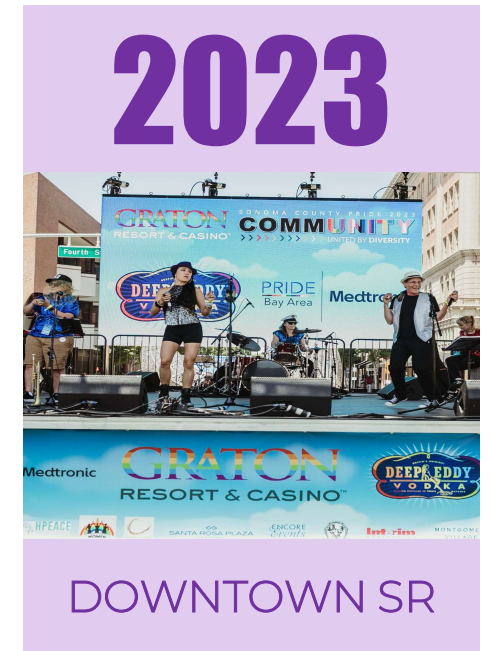
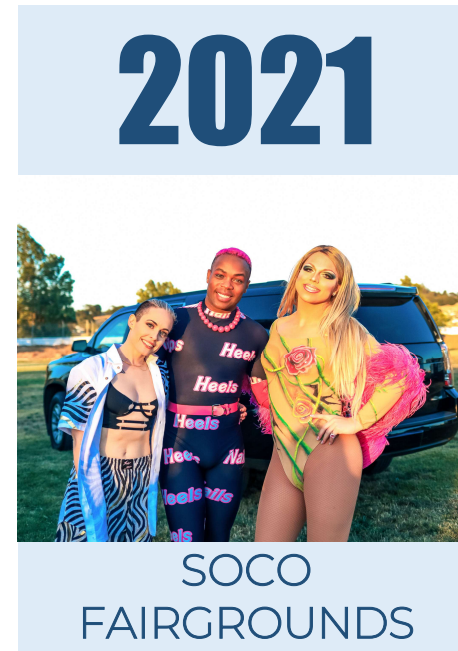
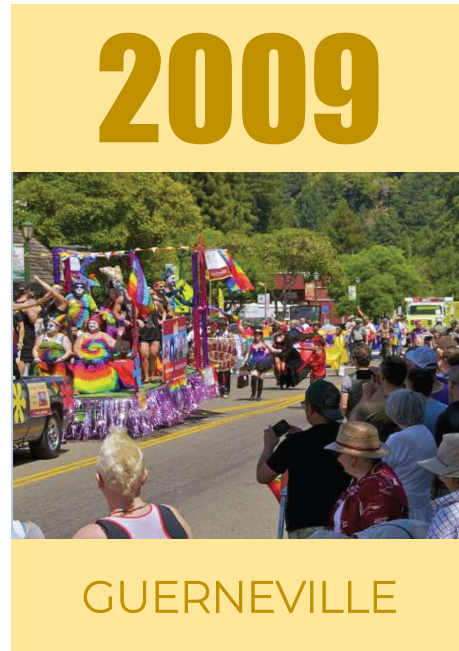
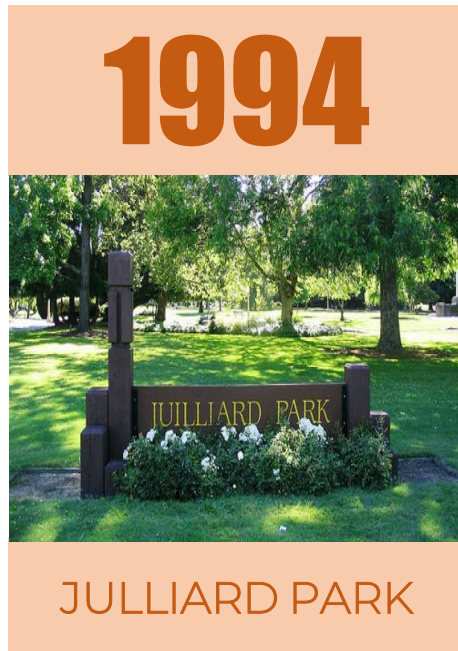
Nominate your Queero TODAY!

We are looking to honor the diverse contributions of the queer community throughout history and in present day - from inspiring activists to unsung heroes. Join us in celebrating and uplifting QUEEROES by sharing their stories with us. Be part of this empowering and inclusive celebration of LGBTQ+ history, progress and future.



# SONOMA COUNTY PRIDE, ITS MISSION & PARTNERS

Sonoma County Pride dedicates its effort to enhancing the lives and well-being of the LGBTQ+ community and its allies throughout Sonoma County. Since re-organizing in 2014 and relocating our Pride celebrations to Santa Rosa in 2018, SCP has enjoyed significant growth reaching over 6000 attendees in 2019 and continued to reach thousands even during the Covid pandemic. In Partnership with local Hotels, Restaurants, Businesses, City and County agencies, SCP has been able to broaden its market reach, attracting visitors from all regional markets such as San Jose, Sacramento, Oakland and San Francisco, producing one of the largest public gatherings in Sonoma County.



Working with community leaders, we support the non-profit community and strive to preserve and educate the community about the rich LGBTQ+ history in Sonoma County.





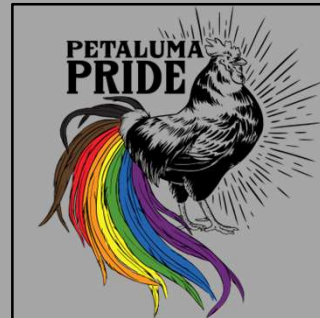
# SCP 365, AWARDS & ACCOLADES

Beyond its Pride celebrations in June, SCP contributes its time and resources to collaborate with a variety of local underrepresented groups year-round. Your support contributes to SCP’s ability to become a critical resource and communication tool for many of these groups. SCP works actively to nurture and support small and new non-profits who do great work providing essential services to many minority and marginalized members of our community.

## 25% OF OUR 2023 NET PROCEEDS WENT BACK TO THE COMMUNITY

### SPONSORSHIPS

SUPPORTING THE EXPANSION OF PRIDES IN THE COUNTY



**\$3,500 SPONSORED**

### DONATIONS TO

OUR COMMUNITY AT LARGE



**\$3,500 DONATED**

### CHARITABLE CONTRIBUTIONS

TO COMMUNITY NON-PROFITS



**\$12,000 CONTRIBUTED**

Sonoma County Pride has been named the “Best LGBTQ Event of the North Bay” by the Bohemian for FIVE consecutive years. In 2019 SCP was the recipient of the City of Santa Rosa’s Merit Award for “creating an atmosphere of inclusion and greater visibility for all LGBTQI+ community members”. SCP also placed Bronze for the “Best Small-Town Pride” by Gaycities Travel Guide.





# SMART BUSINESS & MARKET REACH

Sponsoring with Sonoma County Pride ensures your brand or message has impressions in the local LGBTQ+ market across all of our platforms, programs and events. Each year SCP develops and executes an aggressive regional marketing campaign, offering multiple impression opportunities. Partnering with multiple organizations such as Santa Rosa Metro Chamber, Visit Santa Rosa, Sonoma County Tourism and a variety of media partners, SCP reaches tens of thousand in our community and beyond.

Our full-color Pride Guide will be distributed extensively throughout the region in print as well as digital format available online. As a keep-sake, the Pride Guide will continue to market your brand often, reminding thousands of your contribution and commitment to the LGBTQ+ community.

**\$1 TRILLION**  
US SPENDING POWER

**LARGEST SPENDING**  
BY ANY MINORITY BLOCK

**18 MILLION**  
US CITIZENS IDENTIFY AS LGBTQ+, 88% ARE EMPLOYED

**1 IN 6**  
18-23 IDENTIFY AS LGBTQ+

**2X GROWTH**  
EVERY GENERATION

**SANTA ROSA**  
**#2**  
IN US WITH HIGHEST RATE OF SAME-SEX MARRIED COUPLES

**2X LGBTQ+**  
ADULTS, SPEND 2X AS MUCH FOR BRAND NAMES

**1 MILLION**  
LISTENERS, UTILIZING 5+ RADIO PARTNERS

**20 MILLION**  
RADIO IMPRESSIONS

**1 MILLION**  
READERS, UTILIZING OVER 8 LOCAL & REGIONAL PRINT PARTNERS

**30 + ARTICLES**  
ON AVERAGE IN A SINGLE MONTH COVERING SCP EVENTS

**3 MILLION +**  
VIEWERS, UTILIZING HWY 101 DIGITAL BILLBOARD

**30K + WEEKLY**  
REACH, UTILIZING OUR ONLINE AND SOCIAL MEDIA PLATFORMS





# SCHEDULE OF EVENTS & PRESENTING SPONSORS

The Presenting Sponsorships experience extended benefits, maximizing your brands visibility for specific events or activations during Pride celebrations. Your brand will be included in all event advertising including print, radio, social media, web and outdoor, specific to your event or activation. Presenting sponsors also enjoy the same benefit package as our non-presenting sponsors at the respective contribution level.

SCHEDULE OF EVENTS	EXCLUSIVE	SHARED	
<b>FRIDAY, MAY 31ST</b> <b>PRIDE “OUT AT THE MOVIES”</b> OLD COURTHOUSE SQUARE, SANTA ROSA	EXCLUSIVE \$5,000	PARTNER \$2,500	PARTNER \$2,500
<b>FRIDAY, MAY 31ST</b> <b>LOS CIEN PRE-PARTY</b> LA ROSA TAQUILERIA, SANTA ROSA	EXCLUSIVE \$5,000	PARTNER \$2,500	PARTNER \$2,500
<b>SATURDAY, JUNE 1ST</b> <b>PRIDE PARADE</b> 4 <sup>TH</sup> STREET, DOWNTOWN SANTA ROSA	EXCLUSIVE \$10,000	PARTNER \$5,000	PARTNER \$5,000
<b>SATURDAY, JUNE 1ST</b> <b>PRIDE FESTIVAL STAGE</b> OLD COURTHOUSE SQAURE, SANTA ROSA	EXCLUSIVE \$20,000	PARTNER \$10,000	PARTNER \$10,000
<b>SATURDAY, JUNE 1ST</b> <b>“QUEEROS” GAYDAR AFTER PARTY</b> FLAMINGO RESORT, SANTA ROSA	EXCLUSIVE \$5,000	PARTNER \$2,500	PARTNER \$2,500
<b>SUNDAY, JUNE 2ND</b> <b>“WIGS &amp; WAFFLES” DRAG BRUNCH</b> GRATON RESORT & CASINO, ROHNERT PARK	EXCLUSIVE \$5,000	PARTNER \$2,500	PARTNER \$2,500
<b>SUNDAY, JUNE 2ND</b> <b>“ATLANTIS” POOL PARTY</b> GRATON RESORT & CASINO, ROHNERT PARK	EXCLUSIVE \$20,000	PARTNER \$10,000	PARTNER \$10,000

\*\*\* Additional beverage, hotel and media partner sponsorship packages available upon request.



# PRESENTING OPPORTUNITIES

FRIDAY, MAY 31ST

## PRIDE "OUT AT THE MOVIES"

OLD COURTHOUSE SQUARE, SANTA ROSA  
6PM-9PM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 1000 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$7,500+ / SHARED: \$5,000+

#### PRIDE "OUT AT THE MOVIES"

FRIDAY, MAY 31ST 2024

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	1x 30-Second Spot	1x 15-Second Spot
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Half Page 4.25" x 5.5"	Sky Scraper 8.5" x 2.75"
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	10x20 Premium	10x10 Premium
Parade Contingent	First Half Placement	Yes
Festival Main Stage Verbal Recognition	2	1
Logo on all Pride Festival Print Ad Campaigns	Yes	
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	2	1
Pride "Out at the Movies" & Festival VIP Tickets	8	6
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	4	2
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	4	2
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	2 Reserved Loungers & 4 GA	4 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	4	2
	<b>\$5,000</b>	<b>\$2,500</b>



# PRESENTING OPPORTUNITIES

FRIDAY, MAY 31ST

## LOS CIEN PRE-PARTY

LA ROSA TEQUILAERIA, SANTA ROSA  
9PM-2AM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 300 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$7,500+ / SHARED: \$5,000+

#### LOS CIEN PRE-PARTY

FRIDAY, MAY 31ST 2024

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	1x 15-Second Spot	Logo
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Half Page 4.25" x 5.5"	Sky Scrapper 8.5" x 2.75"
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	10x20 Premium	10x10 Premium
Parade Contingent	First Half Placement	Yes
Festival Main Stage Verbal Recognition	2	1
Logo on all Pride Festival Print Ad Campaigns	Yes	
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	2	1
Pride "Out at the Movies" & Festival VIP Tickets	8	6
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	Reserved Table for 8	Shared Reserved Table x4
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	4	2
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	2 Reserved Loungers & 4 GA	4 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	4	2
	<b>\$5,000</b>	<b>\$2,500</b>





# PRESENTING OPPORTUNITIES

SATURDAY, JUNE 1ST

## PRIDE PARADE

4<sup>TH</sup> STREET, DOWNTOWN SANTA ROSA  
11AM-1PM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 10,000 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$15,000+ / SHARED: \$7,500+

PRIDE PARADE SATURDAY, JUNE 1ST, 2024	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	30-Second Spot	15-Second Spot
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Full Page	Half Page 4.25" x 5.5"
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	10x40 Premium	10x20 Premium
Parade Contingent	Second Placement	Second & Third Placement
Festival Main Stage Verbal Recognition	4	2
Logo on all Pride Festival Print Ad Campaigns	Yes	Yes
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	4	2
Pride "Out at the Movies" & Festival VIP Tickets	10	8
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	Reserved Table for 8	4
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	8	4
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	Reserved Daybed for 4 +8 GA	2 Reserved Loungers +4 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	Reserved Table for 8	4
	<b>\$10,000</b>	<b>\$5,000</b>



# PRESENTING OPPORTUNITIES

SATURDAY, JUNE 1ST

## PRIDE FESTIVAL MAIN STAGE

OLD COURTHOUSE SQUARE, DOWNTOWN SANTA ROSA  
FRIDAY, 6PM-9PM & SATURDAY, 11AM-5PM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 20,000 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$30,000+ / SHARED: \$15,000+

#### PRIDE FESTIVAL MAIN STAGE

SATURDAY, JUNE 1ST, 2024

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	2X 30-Second Spots	15-Second Spot
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Splash Two Page Center Fold	Full Page
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	20x40 Premium	10x40 Premium
Parade Contingent	First 5 Placement	First 10 Placement
Festival Main Stage Verbal Recognition	6	4
Logo on all Pride Festival Print Ad Campaigns	Yes	Yes
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	6	4
Pride "Out at the Movies" & Festival VIP Tickets	20	10
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	Reserved Table for 8	Reserved Table for 8
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	16	8
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	Reserved Cabana for 8 +8x GA	Reserved Daybed for 4 +8x GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	Reserved Table for 8	Reserved Table for 8
<b>** Exclusive Stage Banner &amp; Video Wall Branding, Friday Movie &amp; Saturday Pride Festival</b>	<b>\$20,000</b>	<b>\$10,000</b>



# PRESENTING OPPORTUNITIES

SATURDAY, JUNE 1ST

## “QUEEROS” AFTER PARTY

FLAMINGO RESORT & HOTEL  
SATURDAY, 9PM-2AM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 1,000 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$7,500+ / SHARED: \$5,000+

#### "QUEEROS" AFTER PARTY

SATURDAY, JUNE 1ST

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	1x 15-Second Spot	Logo
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Half Page 4.25" x 5.5"	Sky Scaper 8.5" x 2.75"
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	10x20 Premium	10x10 Premium
Parade Contingent	First Half Placement	Yes
Festival Main Stage Verbal Recognition	2	1
Logo on all Pride Festival Print Ad Campaigns	Yes	
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	2	1
Pride "Out at the Movies" & Festival VIP Tickets	8	6
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	4	2
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	10	5
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	2 Reserved Loungers & 4 GA	4 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	4	2
	<b>\$5,000</b>	<b>\$2,500</b>



# PRESENTING OPPORTUNITIES

SUNDAY, JUNE 2ND

## “WIGS & WAFFLES” BRUNCH

GRATON RESORT & CASINO  
10AM-1PM

### BRAND VISIBILITY & BENEFITS

EXPECTED EVENT ATTENDANCE  
UP TO 150 PPL

LOCAL RADIO ADS  
(UP TO 5 RADIO STATIONS)

REGIONAL & LOCAL PRINT ADS  
(UP TO 10 PUBLICATIONS)

4000+ PUBLISHED PRIDE GUIDES

EXHIBITION SPACE REACHING UP TO 20,000 PPL

PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$7,500+ / SHARED: \$5,000+

#### "WIGS & WAFFLES" BRUNCH

SUNDAY JUNE, 2ND

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	1x 15-Second Spot	Logo
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Half Page 4.25" x 5.5"	Sky Scaper 8.5" x 2.75"
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	10x20 Premium	10x10 Premium
Parade Contingent	First Half Placement	Yes
Festival Main Stage Verbal Recognition	2	1
Logo on all Pride Festival Print Ad Campaigns	Yes	
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	2	1
Pride "Out at the Movies" & Festival VIP Tickets	8	6
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	4	2
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	10	5
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	2 Reserved Loungers & 4 GA	4 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	4	2
<b>** Exclusive Brunch Table for 8 or Shared Table of 4 &amp; "Step &amp; Repeat" Logo Placement</b>	<b>\$5,000</b>	<b>\$2,500</b>



# PRESENTING OPPORTUNITIES

SUNDAY, JUNE 2ND

## “ATLANTIS” POOL PARTY

GRATON RESORT & CASINO  
12PM-7PM

### BRAND VISIBILITY & BENEFITS

#### EXPECTED EVENT ATTENDANCE

UP TO 2,000 PPL – LARGEST TICKETED EVENT OF THE WEEKEND

#### LOCAL RADIO ADS – LARGEST % OF OVERALL AD BUY

(UP TO 5 RADIO STATIONS)

#### REGIONAL & LOCAL PRINT ADS – LARGEST AD BUY

(UP TO 10 PUBLICATIONS)

#### 4000+ PUBLISHED PRIDE GUIDES

#### EXHIBITION SPACE REACHING UP TO 20,000 PPL

#### PARADE CONTINGENT EXPOSURE UP TO 10,000 PPL

#### COMPLIMENTARY EVENT TICKETS

### VALUED AT

EXCLUSIVE: \$30,000+ / SHARED: \$15,000+

#### “ATLANTIS” POOL PARTY

SUNDAY, JUNE 2ND

	EXCLUSIVE	SHARED
Naming Rights "Event Specific"	Exclusive	50% Shared
Logo on Event Specific Marketing Materials ( <i>visibility</i> )	Exclusive	50% Shared
Verbal Recognition on Event Specific Radio & Digital Advertising	Exclusive	50% Shared
Logo Recognition of Event Specific Landing Page	Exclusive	50% Shared
Brand Name or Logo on Event Specific Tickets	Exclusive	50% Shared
Logo Placement on Event Stage Video-Wall	Exclusive	50% Shared
Verbal Recognition on Event Stage	Exclusive	Shared
Video Ads on Event & Festival Stage Video Wall	2X 30-Second Spots	15-Second Spot
Official Sponsor Logo Recognition, SCP 2024 ( <i>Pride Parade &amp; Festival Banner</i> )	Yes	Yes
Logo Recognition w/Hyperlink on SCP Website	Yes	Yes
Pride Guide Print Ad	Splash Two Page Center Fold	Full Page
Exhibitor Space ( <i>Friday, "Out at the Movies", Saturday, Pride Parade &amp; Festival</i> )	20x40 Premium	10x40 Premium
Parade Contingent	First 5 Placement	First 10 Placement
Festival Main Stage Verbal Recognition	6	4
Logo on all Pride Festival Print Ad Campaigns	Yes	Yes
Social Media Ad on SCP's Platforms ( <i>release at SCP's discretion</i> )	6	4
Pride "Out at the Movies" & Festival VIP Tickets	20	10
Los Cien Pre-Party Tickets ( <i>Friday, May 31st @ La Rosa</i> )	Reserved Table for 8	Reserved Table for 8
"Queeros" Gaydar After Party GA Tickets ( <i>Saturday, June 1st @ the Flamingo</i> )	16	8
"Atlantis" Pride Pool Party Tickets ( <i>Sunday, June 2nd @ Graton Resort &amp; Casino</i> )	Reserved Cabana for 8 +20 GA	Shared Cabana for 4 +10 GA
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets ( <i>Date &amp; Location TBD</i> )	Reserved Table for 8	Reserved Table for 8
<b>** Exclusive Stage Banner, Video Wall, Step/Repeat Branding and 10x40 Onsite Activation</b>	<b>\$20,000</b>	<b>\$10,000</b>



# SUPPORTING SPONSOR OPPORTUNITIES

The SCP Sponsorship program is tax deductible and provides you with exposure and benefits across all our Pride events. As a sponsor, your donation will have a valuable impact on the local community.

<b>Sonoma County Pride 2024</b> <i>Heros, Sheeros, and Queeros</i>	REFORMER	CRUSADER	ORGANIZER	ADVOCATE	CHAMPION	ALLIES
Official Sponsor Logo Recognition, SCP 2024 <i>(Pride Parade &amp; Festival)</i>	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Web/Email ( <i>sonomacountypride.org</i> ) with hyperlink	Yes	Yes	Yes	Yes	Yes	Yes
Pride Guide Print Ad ( <i>4000 Copies Distributed Regionally</i> )	Full Page 8.5" x 5.5"	Premium Half Page	Half Page 4.25" x 5.5"	Sky Scraper 8.5" x 2.75"	Side Kick 5.5" x 2.75"	Mini Series 2.75" x 2.75"
Exhibitor Space <i>(Friday, "Out at the Movies" &amp; Saturday, Festival)</i>	10x40 Premium	10x30 Premium	10x20 Premium	10x10 Premium	10x10	10x10 <b>Non-Profit Only</b>
Parade Contigent	First 10 Placement	First 20 Placement	First Half Placement	YES	YES	
Radio Advertising Brand Recognition <i>(Pride Festival Ads Only)</i>	Yes	Yes				
Festival Mainstage Recognition ( <i>Video or Vocal Announcement</i> )	4	3	2	1		
Festival Mainstage Video Ads ( <i>no audio</i> )	30-Second	20-Second	15-Second	Logo		
Logo on all Pride Festival Print Ad Campaigns	Yes	Yes	Yes			
Social Media Ad on SCP's Platforms <i>(Release at SCP's discretion)</i>	4	3	2	1		
Pride "Out at the Movies" & Pride Festival VIP Tickets	10	8	8	6	4	2
Los Cien Pre-Party Tickets @ La Rosa <i>Friday, May 31st</i>	Reserved Table for 8	6	4	2		
Queeros Gaydar After-Party GA Tickets <i>Saturday, June 1st</i>	8	6	4	2		
Atlantis Pool Party @ Graton Resort <i>Sunday, June 2nd</i>	Reserved Daybed for 4 & 8x GA	4 Reserved Loungers & 6x GA	2 Reserved Loungers & 4x GA	4 GA		
Sponsor, Volunteer Appreciation & Community Giveback Awards Ceremony Tickets (Event Date TBD)	Reserved Table for 8	6	4	2		
	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>



## THANK YOU TO OUR 2023 SPONSORS



# BEVERAGE SPONSOR OPPORTUNITIES

The SCP Sponsorship program is tax deductible and provides you with exposure and benefits across all our Pride events. As a sponsor, your donation will have a valuable impact on the local community.

<b>Sonoma County Pride 2024</b> <i>Beverage Sponsor Opportunities</i>	<b>Out at the Movies</b> Courthouse Square	<b>Los Cien Pre Party</b> La Rosa Tequileria	<b>Pride Festival</b> Courthouse Square	<b>Queeros After Party</b> the Flamingo	<b>Wigs &amp; Waffles</b> Graton Resort	<b>Atlantis Pool Party</b> Graton Resort	All Events
Spirits (Vodka, Tequila, Bourbon, Gin, Rum, Etc.) Per Brand	\$1,000	\$1,500	\$10,000	\$1,500	\$1,000	\$5,000	\$20,000
Beer - Per Brand	\$500	\$500	\$5,000	\$500	\$500	\$3,000	\$10,000
Wine, Including Sparkling - Per Brand/Varietal	\$500	\$500	\$5,000	\$500	\$500	\$3,000	\$10,000
Non-Alcoholic	n/a	n/a	\$1,500	n/a	n/a	n/a	\$1,500
Water	n/a	n/a	\$2,500	n/a	n/a	\$2,500	\$5,000

\*\*\* In order to receive the full sponsor benefits package, the sponsor dollar must be at least 50% of the total value. The remaining balance can be an in-kind product donation.

Sponsor benefits are reflective of the total sponsor dollar amount. The benefits can be reviewed on the previous page. In addition to these benefits, you will receive the following.

- Logo/Brand recognition on event Print Marketing campaigns
- Event Branding (*pop-ups, banners, schwag, etc.*)
- Event specific activations, where an Exhibitor Space is not already allocated. (*Los Cien, After Party, Wigs & Waffles & Atlantis Pool Party*)
- Verbal Brand recognition during specific event